BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 11: Activating a Brand
Learning aim(s)	**B:** Create brand activation for a specific client brief **C:** Respond to testing, feedback and reflection in the development of brand activation for a client brief
Assignment title	How does it look?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your apprenticeship is going well and your supervisor now tasks you with planning and creating a brand activation display that utilises the knowledge that you have acquired so far. Your manager tells you that they are struggling to draw customers to their displays, both online and in-store. The brief that you have been given is to create a brand activation that meets the needs of the target market of the retailer. It will be a small-scale, in-store display for one of the selected retail outlets or for one of the products that they sell online. The objectives are to increase footfall near the display and hits on the particular area of the website. You have only a small budget so creativity and initiative are paramount.

Task	You need to demonstrate individual self-management, initiative and creativity to present a high-quality, successful display for the clothing retailer that you work for. To do this, you must complete a portfolio of evidence that includes the following: • an outline of the details of the brief, including success criteria • an assessment of the organisation needs in terms of the brand activation • an assessment of the target market needs in terms of the brand activation • the design development process, including: o research of competitors and other appropriate brand activation used o drafts and the concept of how the brand activation will look for the online **or** physical display o a model of the physical display **or** a prototype of the online display o evidence of effective iterative testing of the display o evidence of revising and refining the display, based on feedback gathered

	• evidence of evaluation of the brand activation development process for the display you have created.

	Your brand activation should be sophisticated and you should show that you have assessed the development of the display throughout the whole design process in relation to the needs of the organisation and the target market. Your assessment should be in-depth and always relate back to the organisation and the target market needs, using evidence of research. N.B. This is not a measure of your artistic design skills.
Checklist of evidence required	Portfolio of evidence, which could include: • preparation and planning documents • photographic evidence of the assembly process and of the completed displays • pictures/annotated photos • screenshots • diary entries/reflective logbook • records of practical activity • primary and secondary research • evidence of testing and feedback.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
11/BC.D2	Develop assured and sophisticated brand activation informed by in-depth and sustained assessment of development in relation to organisation and target market needs.
11/B.M2	Develop effective brand activation informed by clear assessment of organisation and target market needs.
11/C.M3	Apply effective testing and evaluation of brand activation throughout the development.
11/B.P3	Outline the details of a brand activation brief.
11/B.P4	Develop appropriate brand activation for a specific client brief.
11/C.P5	Apply iterative testing and collection of feedback on development work of brand activation.
11/C.P6	Apply appropriate evaluation of the brand activation development and outcomes.
Sources of information to support you with this Assignment	**Websites** www.theretailfactory.co.uk www.vmsd.com www.retail-focus.co.uk www.retailstorewindows.com www.repsly.com